



方卓怡 市議員 **Paula Fletcher**

City Councillor | Ward 14 Toronto-Danforth

September 11, 2025

Councillor Gord Perks
Chair, Planning and Housing Committee
Toronto City Hall

Comprehensive Review of the Sign Bylaw & Establishing a Port Lands Special Sign District

Dear Chair and Members of the Planning and Housing Committee,

Lake Shore Boulevard East, east of the Don Roadway, is currently in the last stages of reconstruction by Waterfront Toronto. Once complete, the area will feature significant public realm improvements, in accordance with the Lake Shore Boulevard East Public Realm Plan. The intent of the plan is to respond to the changing nature of the corridor as it evolves from an exclusively industrial area to an area that includes a mix of residential, commercial and industrial uses. The Public Realm Plan was developed in response to this change, as well as to increased demand for walking and cycling facilities, and open space.

Recently, the Sign Variance Committee had before it an application for the installation of signage along the northern edge of Lake Shore Boulevard East at 10 Morse. Toronto Buildings staff recommended that the application be refused on the basis that the proposed signage did not fit the changing character of the area. In order to ensure that future applications are brought forward that reflect the planned nature of the Lake Shore Boulevard corridor, a Special Sign District is required. Accordingly, I propose that a review of the Sign Bylaw be done and recommend that staff report back on the feasibility of establishing a Port Lands Special Sign District.

Recommendation:

1. The Planning and Housing Committee request the Chief Building Official and Executive Director, Toronto Building to report back to the Planning and Housing Committee in the second quarter of 2027 on a comprehensive review of Chapter 694 of the Municipal Code (The Sign Bylaw), including all existing sign regulations, Sign Districts and Special Sign Districts across the city and also include the following:
 - a. a focused study of the Port Lands area to assess the feasibility of establishing a Port Lands Special Sign District in consultation with the Waterfront Secretariat; and,
 - b. consultation with City Divisions, Boards and Agencies, Ward Councillors, local businesses, property owners, the sign industry, members of the public, and other relevant stakeholders.

Sincerely,

Paula Fletcher
City Councillor
Ward 14, Toronto-Danforth



City Hall, 100 Queen St. West, Suite C44, Toronto, ON M5H 2N2
Telephone: (416) 392-4060 Fax: (416) 392-5200 email: councillor_fletcher@toronto.ca